

EXHIBIT 178

Janssen Overview

Central Nervous System

Internal Medicine

Virology

Immunology

Oncology/Nephrology

Guy Bacco

CNS Overview

Central Nervous System

Promoted CNS Products

- INVEGA® SUSTENNA®



- RISPERDAL® CONSTA®



- INVEGA®



Non-Promoted CNS Products

- AXERT®



- CONCERTA®

- METHYLPHENIDATE



- HALDOL

- PANCREAZE™



- RAZADYNE®



- RISPERDAL®



- TOPAMAX®



Promoted CNS Products (LATs)

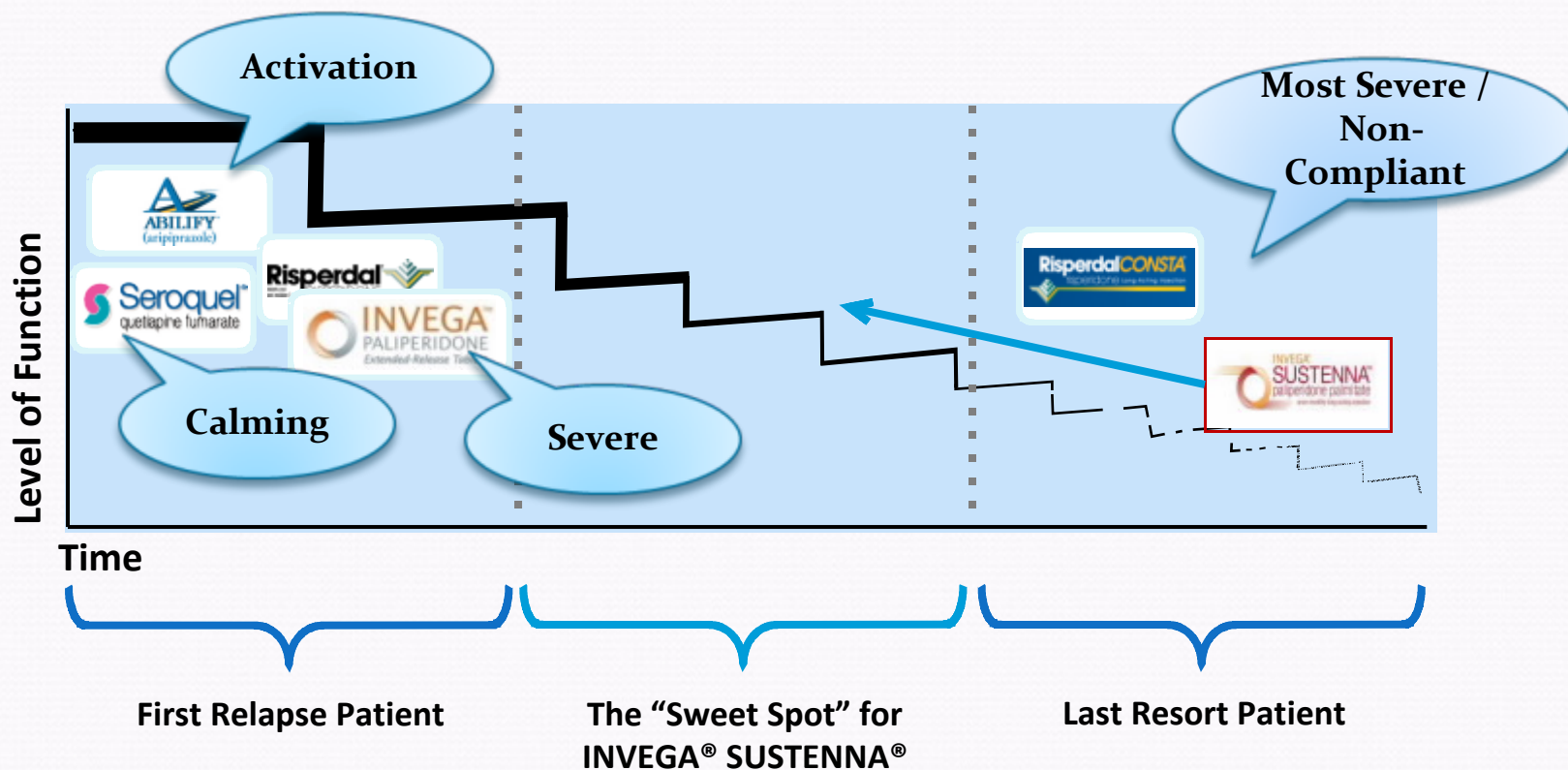
- INVEGA® SUSTENNA®
 - Launched in 2009
 - Injectable atypical antipsychotic – once a month*
- RISPERDAL® CONSTA®
 - Launched in 2003
 - Injectable atypical antipsychotic – two times a month
- INVEGA®
 - Launched in 2007
 - Oral atypical antipsychotic – once a day

Schizophrenia

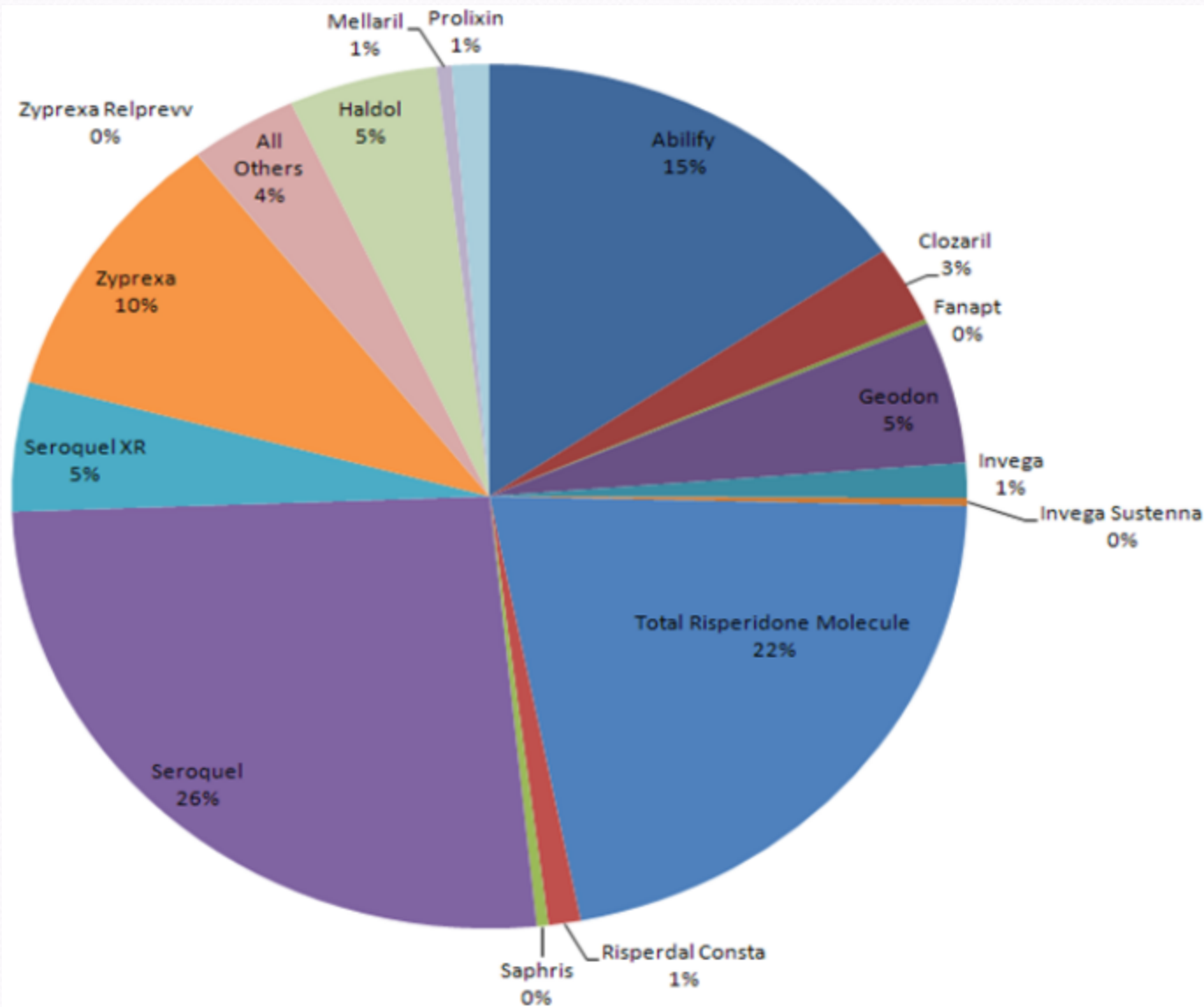
What is Schizophrenia?

- Affects more than 24 million people worldwide
- Research suggests that Schizophrenia may be caused by a chemical imbalance in the brain which can cause messages in the brain to get mixed up
- Scientists believe disease results from a combination of genetic and environmental factors
- Positive symptoms (extra feelings that are usually not present) include:
 - Distortion in thought content (delusions)
 - Hearing/seeing/tasting/feeling/smelling things that do not exist (hallucinations)
 - Disorganized speech and behavior
- Negative symptoms (lack of behavior) include:
 - Losing interest in everyday activities, such as bathing, grooming, getting dressed
 - Feeling out of touch with other people, family, or friends
 - Having little emotion or inappropriate feelings in certain situations
- Atypical antipsychotics are thought to help balance certain chemicals in the brain, and has been shown to help many people manage their symptoms of schizophrenia

Where we all play in the space



APS Market



IM Overview

Internal Medicine

XARELTO

- A novel, oral, anticoagulant (“blood thinner”)
 - First-in-class direct inhibitor of coagulation factor Xa
 - Co-developed with Bayer
- Current market includes: Coumadin[®] (warfarin), Lovenox[®] (enoxaparin), and others
- Competition will include: Pradaxa[®] (dabigatran), Eliquis[™] (apixaban), and others
 - Indirect competition will include Plavix (clopidogrel), aspirin, and others



XARELTO – Expected Launches

Indication	Status	Program
VTE Prevention Following Hip & Knee Replacement Surgery	Launch 7/1/11	RECORD
Stroke Prevention in patients with Atrial Fibrillation	Launch 11/4/11	ROCKET AF
Secondary Prevention in Acute Coronary Syndromes	Expect 2012	ATLAS
VTE Treatment (+Secondary Prevention)	Expect 2013	EINSTEIN
VTE Prevention in Hospitalized Medical Patients	Future 2013+	MAGELLAN

Aciphex

Product Overview:

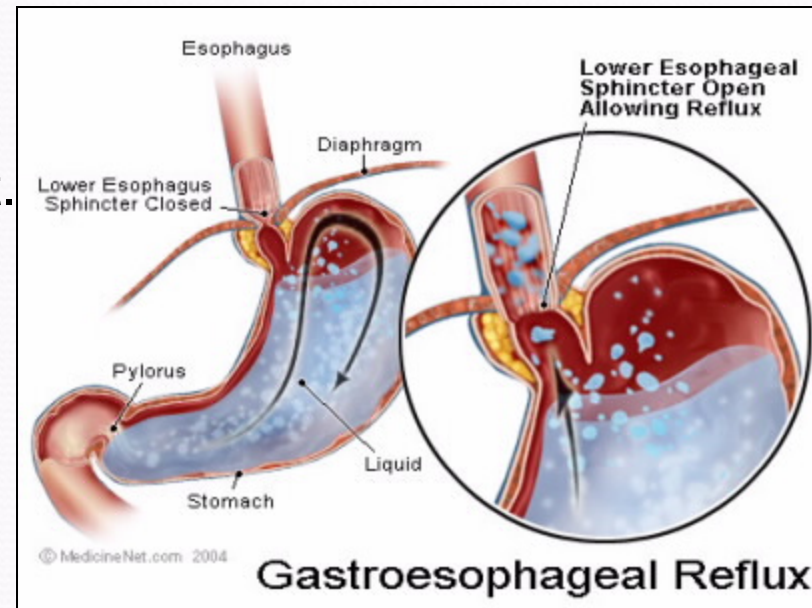
Proton pump inhibitor (PPI) used for the treatment of persistent, frequent heartburn and other symptoms associated with acid reflux disease.

Aciphex is manufactured by Eisai and co-promoted with PriCara.



Market Dynamics

Highly competitive, many generics and OTC options for treatment of acid reflux. Key branded competitors are Nexium and Dexilant.



Nucynta/Nucynta ER



Product Overview:

Nucynta launched June 2009

Nucynta launch June 2011

NUCYNTA® is a single molecule with a different approach to pain relief. It is the first new molecule in analgesia in over 25 years for the relief of moderate to severe acute pain in patients.

Market Dynamics:

98% generic market – main competitors include Percocet & Oxycodone

Core Strategies

Challenge market by redefining standard of care for moderate to severe pain

Establish NUCYNTA as 1st line analgesic treatment for new to CII patients

Secure favorable market access and cultivate advocates across key stakeholder groups

Establish NUCYNTA ER as foundation of moderate-severe pain management



Product Overview:

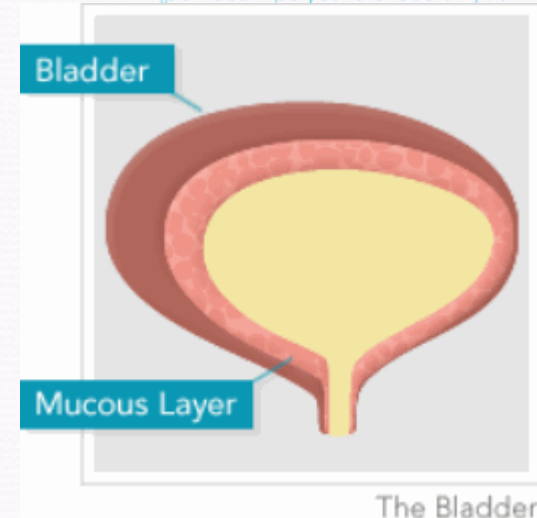
Only FDA approved oral treatment for interstitial cystitis (IC)

In patients with IC, the protective mucosal layer of the bladder erodes, exposing the bladder walls to irritants in urine. Elmiron may replenish the mucosal lining of the bladder, reducing pain and irritation.

Market Dynamics

Elmiron is the only oral treatment for IC. Other competing treatments include intravesical instillations for acute symptoms and non-pharmaceutical therapies.

ELMIRON®
(pentosan polysulfate sodium) 100 mg Capsules



Ortho Tri-Cyclen Lo

Product Overview:

Ortho Tri-Cyclen Lo is a low-dose, tri-phasic hormonal contraceptive.

Market Dynamics

Yaz and Loestrin 24 are main competitors. Market has high generic penetration and is very commoditized. All products are highly effective at preventing pregnancy and promotion is based on non-contraceptive benefits and side effects.



Product Overview - Virology

HIV/AIDS Treatment

- Classes of Drugs

- Nucleoside Reverse Transcriptase Inhibitors (NRTIs)
- Non-Nucleoside Reverse Transcriptase Inhibitors (NNRTIs)
- Protease Inhibitors (PIs)
- Integrase Inhibitors
- CCR5 Inhibitors
- Fusion Inhibitors

HAART - Highly Active Anti-Retroviral Therapy

- Combination of three or more ARV drugs
- Usually 2 backbone drugs (NRTIs) and 1 PI or 1 NNRTI

PREZISTA

Product Overview

PREZISTA is a protease inhibitor (PI) used for the treatment of HIV. PREZISTA was launched in June 2006 in a 300mg tablet. PREZISTA is approved for pediatric patients as well (75mg and 150mg tablets). PREZISTA is manufactured in Gurabo.

600mg tablet launched May, 2008

- Indication: Treatment experienced patients
- Dosing: 1 pill, twice daily (600mg BID)

400mg tablet launched October, 2008

- Indication : Treatment naïve patients
- Dosing: 2 pills, once daily (800mg QD)



Market Dynamics

Highly competitive between 3 products (Reyataz, Kaletra, & PREZISTA). PREZISTA has 23% of the current TRx market (as of the end of 2010) and is continuing to grow. New patients are only available when they are switching regimen. Various classes of HIV drugs can be prescribed together.

Core Strategies

Incorporate ODIN data into label and marketing materials. Gain approval of 800mg dosage. Eliminate PI sequencing mindset. Competitively sell PREZISTA within the PI class.

INTELENCE

Product Overview

Non-Nucleoside Reverse Transcriptase Inhibitor (NNRTI) used for the treatment of HIV launched in January 2008. Traditional approval in November 2009. Intelence is manufactured in Latina. INTELENCE is the only NNRTI that preserves the NNRTI class.

100mg tablet launched January, 2008

- Indication: Treatment experienced patients
- Dosing: 2 pills, twice daily (200mg BID)
- Can be dispersed in water and taken as a liquid

200mg tablet launching February, 2011

- Indication: Treatment experienced patients
- Dosing: 1 pills, twice daily (200mg BID)
- Can be dispersed in water and taken as a liquid



Market Dynamics

Market leader (Atripla) offers 1 pill once a day and has 60% market share. Intelence competes in a limited space due to its label. It has 9% market share at the end of 2010 and is continuing to grow. New patients are only available when they are switching regimens. Various classes of HIV drugs can be prescribed together.

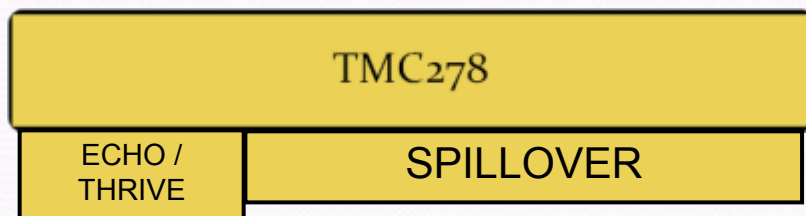
Core Strategies

Simplify and balance our communications. Define the INTELENCE Effect. Describe appropriate patients

2012 Business Plan Opportunity

“Dynamic” Patients: Those Initiating or Changing Therapy

Naive / Initiating Patients	Simplification Switches	Tolerability Switches	1 st Virologic Failure on an NNRTI	1 st Virologic Failure on a PI	1 st Virologic Failure on Isentress	2 or more Virologic Failures
30% of Patients	11% of Patients	29% of Patients	13% of Patients	8% of Patients	3% of Patients	6% of Patients



Immunology Product Overview

Auto Immune Diseases

- ❖ A condition that occurs when the immune system mistakenly attacks and destroys healthy body tissue
- ❖ The immune system can't tell the difference between healthy body tissue and antigens* and destroys normal body tissues
- ❖ Approximately 80 autoimmune disorders currently affecting Individuals
- ❖ Often chronic, debilitating, and life-threatening

*Antigen:Any substance (foreign or a self molecule) capable of triggering an immune response

Images of Immunology Diseases

Rheumatoid Arthritis



Psoriatic Arthritis



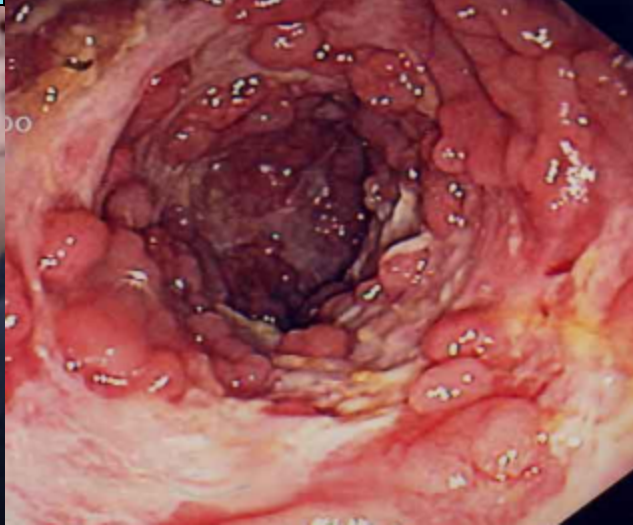
Ankylosing Spondylitis



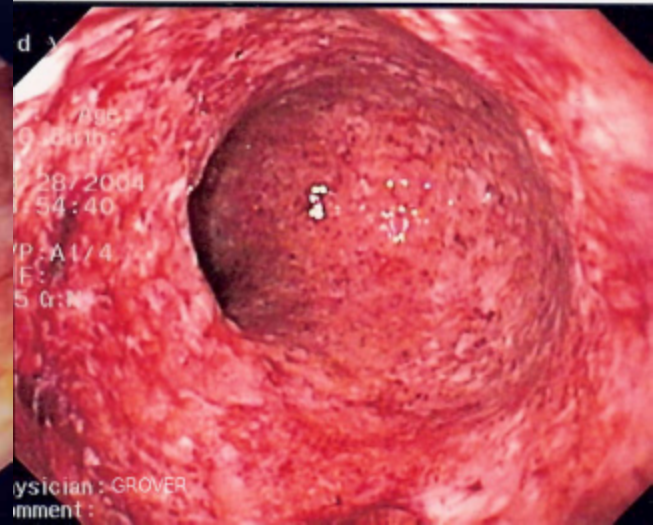
Plaque Psoriasis



Crohn's Disease



Ulcerative Colitis



The Crowded Rheumatology Biologics Market

Competitor	
	
	
	
	
	
	
	
	

- Substances derived from living cells (human, animal, or microorganism)
- Designed to act on different parts of the inflammatory system in order to evoke specific, targeted effects
- Goal of biologics is to slow or block specific components of the immune system and halt tissue destruction

What is Remicade?



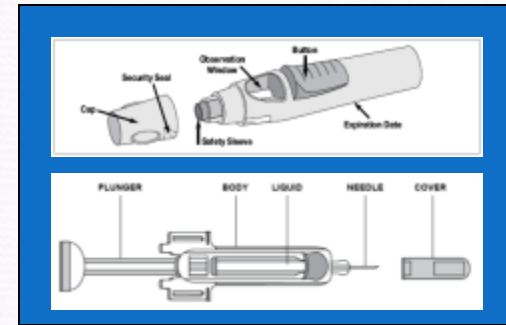
- Launched in 1998
- Biologic agent that target specific proteins in the body to help control inflammation and pain in autoimmune disorders
 - Targets a protein receptor called Tumor Necrosis Factor alpha (TNF α) and prevents it from signaling its receptors on the surface of cells which causes inflammatory responses
- FDA approved for 7 indications broken into 3 franchises

<u>Franchise</u>	<u>Indication</u>	<u>FDA Approval</u>
Rheumatology	Rheumatoid Arthritis (RA)	Nov-99
	Ankylosing Spondylitis (AS)	Dec-04
	Psoriatic Arthritis (PsA)	May-05
Gastroenterology	Ulcerative Colitis (UC)	Sep-05
	Crohn's Disease (CD)	Aug-98
	Pediatric Crohn's Disease (Peds CD)	May-06
Dermatology	Psoriasis (PsO)	Sep-06



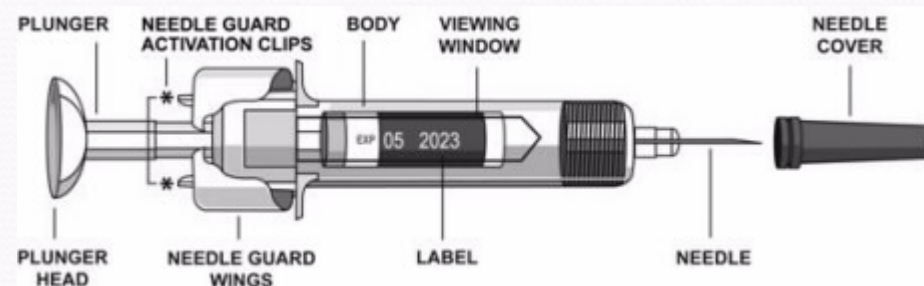
SIMPONI (golimumab) Product Introduction

- Three Simultaneous Rheumatic Indications
 - Rheumatoid Arthritis, Psoriatic Arthritis, Ankylosing Spondylitis
- Efficacy with advances in:
 - Convenience
 - Safety/tolerability



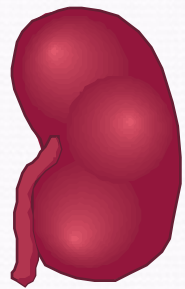
Stelara (Ustekinumab) Product Introduction

- Indicated in Plaque Psoriasis
 - Chronic inflammatory skin condition
 - Skin cells grow too quickly, resulting in thick, white, silvery or red patches of skin
 - As many as 7.5MM Americans diagnosed
- Administered by HCP through PFS
- Weight based dosing:
 - 45 mg for patients \leq 220 lbs
 - 90 mg for patients \leq 220 lbs



Oncology \ Nephrology Overview

What is Procrit?



Produces
Erythropoietin
(EPO)

Stimulates red
blood cell
production



If body can't
produce enough



Anemia

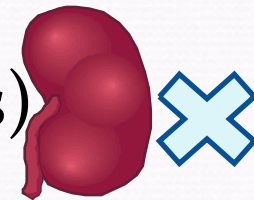


Synthetic
EPO

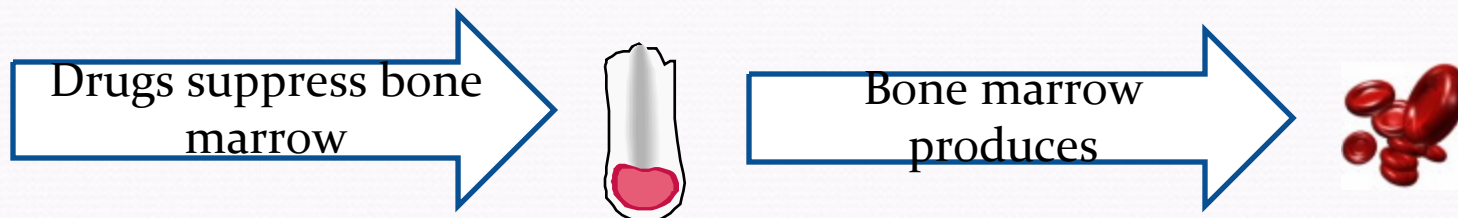
Helps to stimulate
red blood cell
production

What is Procrit?

- Procrit treats Anemia for:
 - Chronic Renal Failure (non-dialysis)
 - Cancer patients on Chemotherapy
 - Zidovudine-treated HIV-infected Patients



EPO



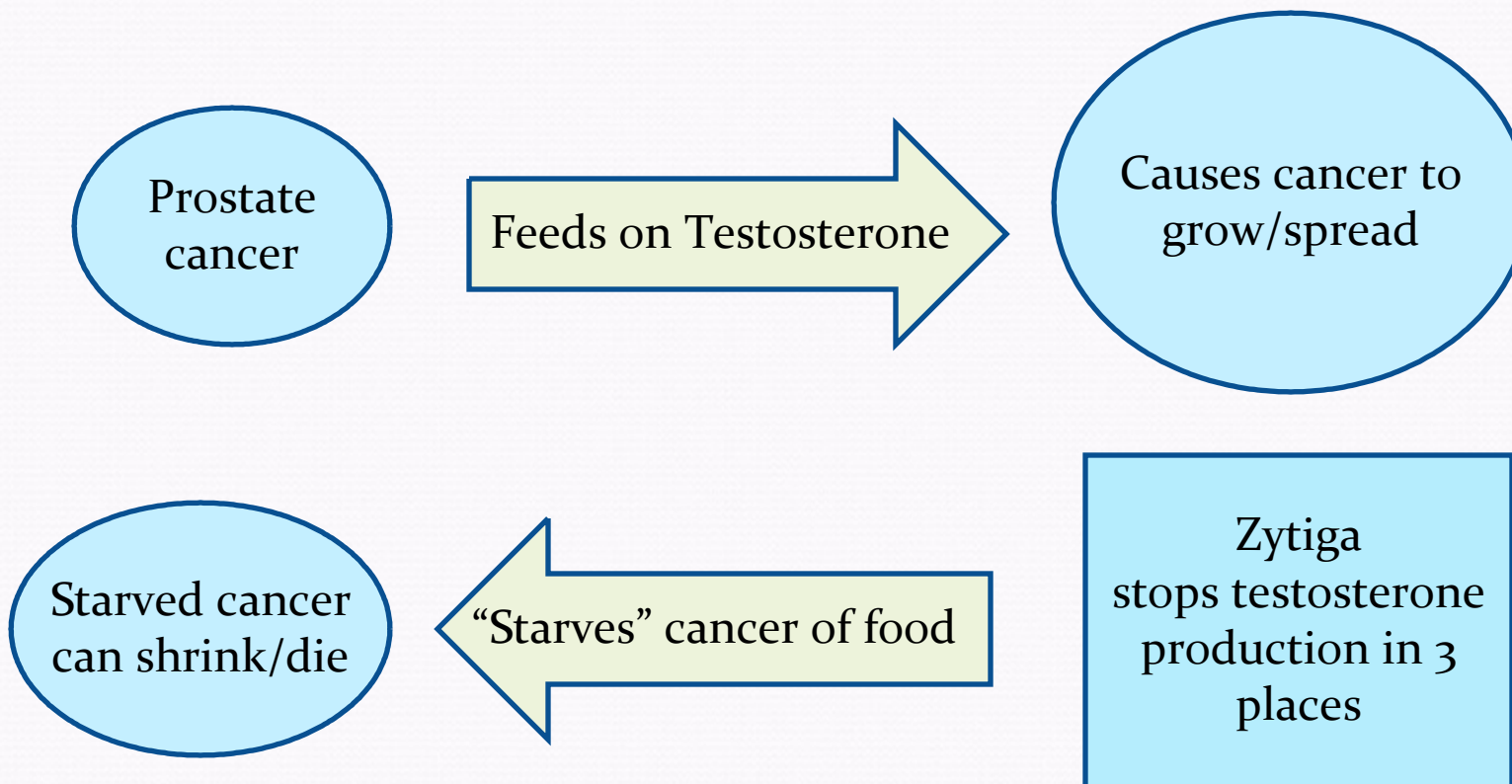
- In place of Blood transfusions in surgery patients



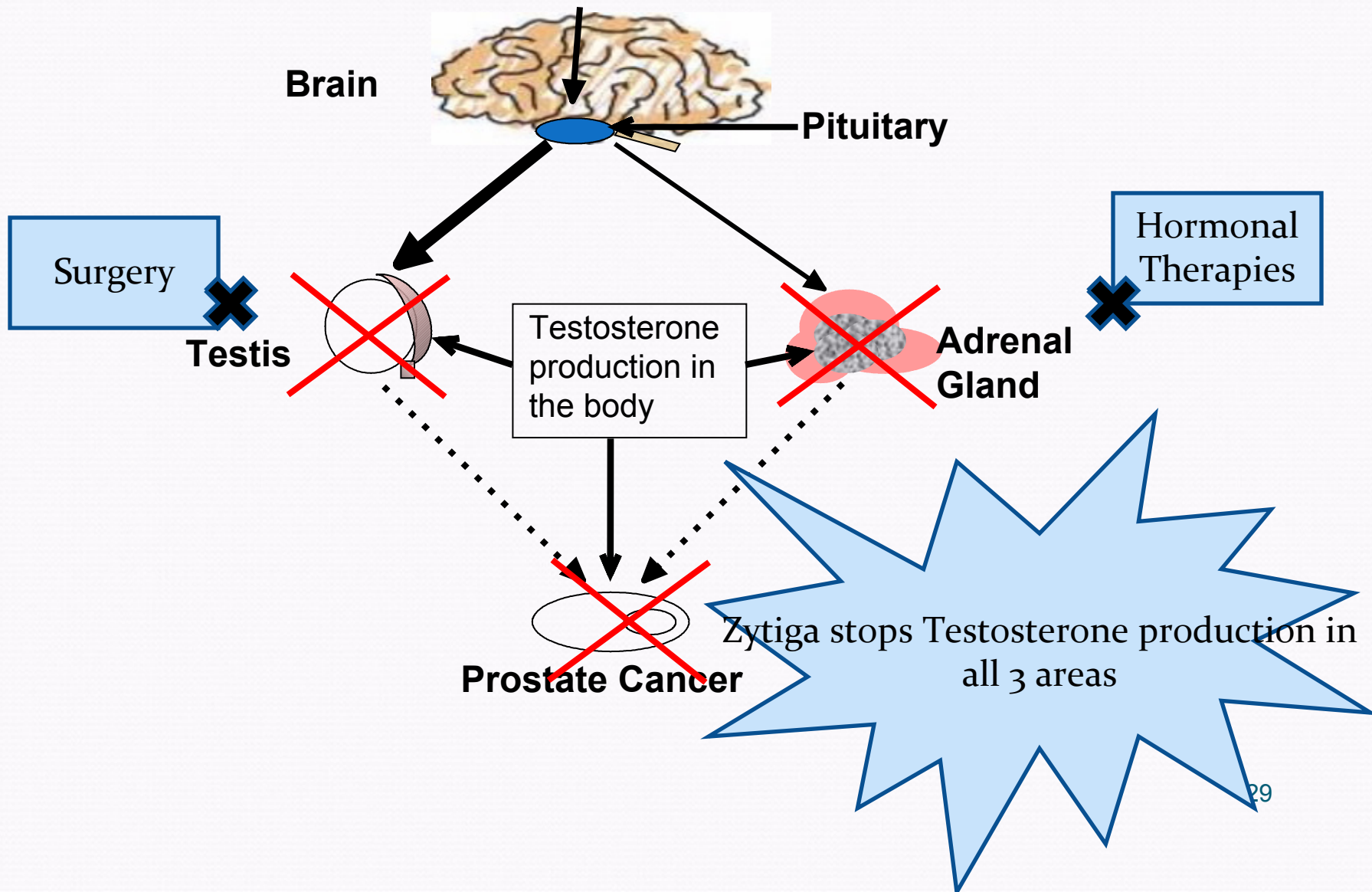
What is Zytiga?



- Oral pill used to treat Prostate cancer
- Acquired as part of Cougar Biotech



What is Zytiga?



Backup

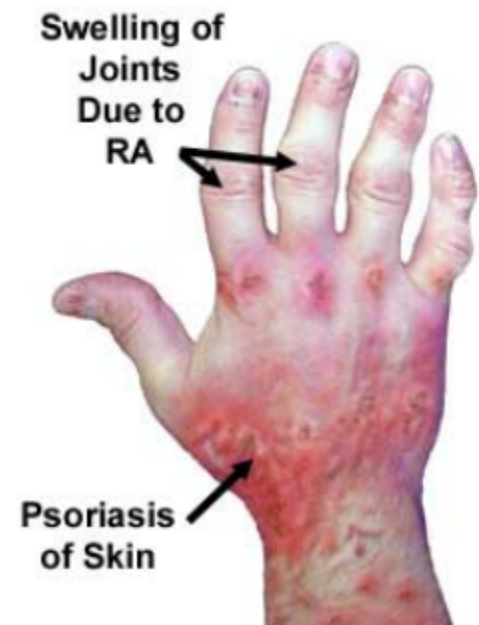
Rheumatoid Arthritis (RA)

- A disabling, systemic autoimmune disorder
- Can lead to substantial loss of mobility due to pain and joint destruction
- Affects approximately 2.1 million Americans, mostly women (ages 30-50)



Psoriatic arthritis (PsA)

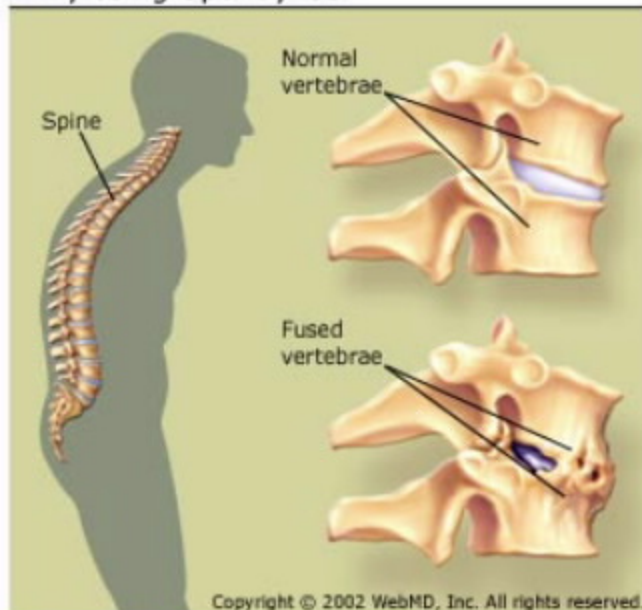
- A heterogeneous disease of the joints and skin, at times resembling RA, which can present separately or together
- Estimated prevalence of approximately 2 million Americans



Ankylosing spondylitis (AS) Plaque Psoriasis (PsO)

- A chronic inflammatory disease of the spine and sacroiliac joints leading to pain and stiffness from the neck down to the lower back
- AS most often affects men in their 20s and 30s
- Between 350,000 and 1 million Americans live with AS

Ankylosing Spondylitis

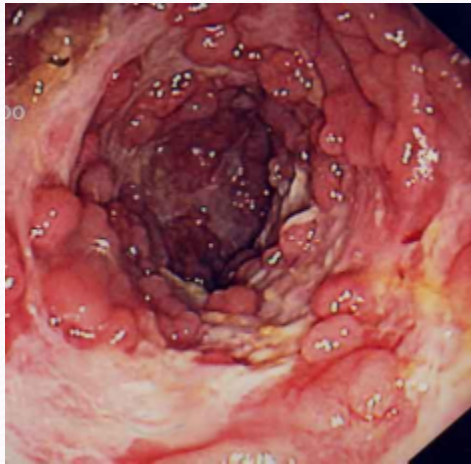


- Chronic inflammatory skin condition
- Causes skin cells to grow too quickly, resulting in thick, white, silvery, or red patches of skin
- As many as 7.5 million Americans have been diagnosed



Chrohn's Disease (CD)

- Chronic and serious inflammatory disease of the gastrointestinal (GI) tract
- symptoms, including diarrhea, abdominal cramps and pain, fever, rectal bleeding, loss of appetite, and weight loss
- Affects more than 500,000 Americans



Ulcerative Colitis (UC)

- Chronic disease of the colon, or large intestine characterized by ulcers, or open sores, in the colon
- Typically develops in people between the ages of 15 and 30
- Affects as many as 500,000 Americans

